

Building Resident Capacity

Key to the NBN initiative is the capacity and skills of existing and new neighborhood leaders to effectively lead the development and implementation of community action plans. Training modules will be offered through the NBN Academy over two to three months. Since NBN is neighborhood-based, workshops require that the core leadership teams of a neighborhood participate together in the same training. Residents representing the NBN pilot neighborhoods will have registration priority. After taking the course, the leadership teams will move forward with the development of their community action plans with the support of City staff.

Building Strong Neighborhood Connections

At its most fundamental level, NBN is about connecting people and resources for the betterment of the community. No community plan, no program or initiative can be successful without relationship building at its core.

Good Neighbors Program

Critical to improving the quality of life in our communities is building positive neighborly relationships. Healthy, livable and safe neighborhoods are neighborhoods where neighbors know, care and support each other and overall community objectives. Each positive relationship helps to manage neighborhood problems and improve the quality of life in communities.

Mapping Neighborhood Assets / Nurturing Partnerships

Identifying neighborhood assets and strengths is essential to the NBN community building process. [Learn more.](#)

Core Concepts:

- Identifying, marketing, and developing community assets
- Building partnerships
- Getting to know your neighbors
- Working together and helping each other
- Competing for, attracting, and retaining good neighbors
- Neighborly communications

Building a Positive Neighborhood Image

When shopping for neighborhoods, people look at the standards established by potential neighbors. Neighborhood standards are a reflection of community pride. They are how the neighborhood is perceived by potential new residents as a desirable place to live and invest.

Attracting good neighbors is largely determined by the message the neighborhoods sends. People generally choose the neighborhood with the highest standards, or "image," they can afford. Planting and preserving landscaping, painting the porch, eliminating litter—these are reflections of the pride residents have in their community. Not only do they help attract new residents, neighborhood standards create an environment where currently vested neighbors want to stay, improve their property and participate in the well-being of the community.

Block-by-Block Pride Projects

Another way to influence a neighborhood's image is with neighborhood enhancement projects. As a component of NBN, the City will fund opportunities for residents to undertake neighborhood improvement projects through the provision of small matching grants. Funds will be allocated through a formal and competitive application process. Neighborhood organizations will be required to match City funds with neighborhood generated resources. NBN pilot neighborhoods will be allocated funding for neighborhood projects based on their participation. Increase your home's image through curb appeal!

Core Concepts:

- Beautifying the neighborhood
- Creating a sense of place
- Working together
- Getting to know your neighbor
- Volunteering
- Establishing neighborhood standards

Building a Viable & Competitive Real Estate Market

Residents in healthy neighborhoods strategically market their community on an ongoing basis. This is accomplished by newsletters, websites, well-publicized neighborhood events, and the excitement and pleasure they convey to their friends and colleagues.

Another strategy for getting the attention of potential buyers is working and partnering with real estate agents committed to specializing in the Norfolk market or in selling a particular neighborhood (i.e. Norfolk Real Estate Ambassadors). This is an effective

way to attract interest in the neighborhood. The agent can become familiar with the community, civic organizations, activities, history, and public amenities. These professionals have access not only to their clients but to other agents with homebuyers interested in living and investing in good neighborhoods.

Positive messages are critical for every neighborhood. It is the perception, whether positive or negative, that influences where people live and invest. Every neighborhood has something that is working. It is up to the residents to draw attention and excitement to these attributes. Internal and external communications should always highlight the positives and downplay the negatives.

NBN will provide information on communication techniques and strategic opportunities, including newsletters, press releases, promotions, web sites and social media.

Core Concepts:

- Attracting new homeowners
- Marketing the neighborhood
- Communicating positive messages
- Partnering with real estate agents

Building Quality Property Improvements

The more consistent, substantial, visible, and well-crafted the home improvements, the better the opportunity for revitalization and market impact. Achieving maintenance and repair levels just to comply with minimum code standards will not generate the market interest needed to create competitive and reliable real estate markets.

Core Concepts:

- Increasing sales
- Increasing values
- Investing in quality improvements

Creating Curb Appeal

The benefits of good curb appeal are far reaching. A house with good curb appeal - one that appears tidy and well-cared for - increases the desirability of the neighborhood and can even make a difference to the value of your home. Conversely, a home that is unkempt brings down its value, and the value of its neighbors' homes. Crime and other negative impacts are also related to the appearance of homes and the overall neighborhood.

So be a good neighbor and pick up a rake, get out the paint, and plant some flowers! Easy and affordable improvements can turn your neighborhood into a "neighborhood of choice." See more about [creating curb appeal](#).

Mapping Neighborhood Assets / Nurturing Partnerships

As residents work together to map what is working in their neighborhood and focus on their strengths, they develop a sense of pride, energy, and self-reliance. Too often neighbors are asked to meet to focus on neighborhood problems. As such, they fail to see the unique qualities and strategic advantages inherent in their neighborhood.

Mapping neighborhood assets and advantages provides an inventory of individual skills and resources that can be mobilized to address neighborhood projects and priorities. Developing and identifying these resources help neighborhoods to become more self-reliant and gives them resources that they can direct.

